

# King Edward's Hospital Fund for London.

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## Report of Revenue Committee for 1937.

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1. The Revenue Committee beg to present the following Report.

2. The income of the Fund for the year 1937 available for distribution came to £315,173, including general legacies amounting to £81,754, but not including receipts for capital and special funds. In addition, the Fund received on account of the bequest of the residue of the estate of the late Mr. Percy Johnson cash and securities to the value of £100,100. As the legacy of Mr. Johnson has been reserved, pending a decision as to its ultimate use, it has again been necessary to draw upon general reserve to the extent of £3,700, in order to maintain the ordinary distribution of £300,000 and also provide for the District Nursing distribution of £2,000.

3. A preliminary estimate of the finance of the London Hospitals in 1937 has been made. This gives the approximate income as £4,571,000, and expenditure as £4,563,000, showing a net aggregate surplus estimated at £8,000.

4. The ordinary income of the Hospitals shows an increase of about £180,000 and legacies an increase of £177,000, making an increase in total income of about £357,000. There was a rise in expenditure estimated at £285,000. The rise in income was thus £72,000 more than the rise in expenditure, resulting in a surplus of £8,000 against a deficit of £64,000 in 1936. Legacies totalled about £575,000, the highest figure recorded since the figures were separately tabulated in 1921.

5. In spite of this improvement in total income, the number of Hospitals with surpluses shows a reduction. The figures are:—

|                          |     |     |     | 1936. |     |     | 1937 (approx.). |
|--------------------------|-----|-----|-----|-------|-----|-----|-----------------|
| Hospitals with surpluses | ... | ... | ... | 86    | ... | ... | 76              |
| „ „ deficits             | ... | ... | ... | 60    | ... | ... | 70              |

As usual, many of the Hospitals with deficits one year had surpluses the next, and *vice versa*.

6. The Revenue Committee made a careful study of the figures of hospital incomes in 1936, prepared by the Hospital Economy Committee of the Fund and published in the Statistical Summary of the Work and Finance of the London Voluntary Hospitals.





7. The Committee noted that in 1936 there had been an increase in the four years since 1932 of £318,000 in ordinary income. The receipts from voluntary gifts and from invested funds had fluctuated within a narrow range. But the receipts from services had risen in the four years by £331,000. The Hospital Saving Association had been an important factor in this increase. "Receipts from Services" in 1936 included the sum of fully £470,000 from this Association. It should be realised that, while the Association makes its distribution on the basis of services rendered to contributors and their families, the money is derived from voluntary contributions collected by voluntary workers.

8. In 1936 the total Hospital Receipts were :—

|                                                    |   |            |
|----------------------------------------------------|---|------------|
| Total of Maintenance Income ... ..                 | £ | 4,196,000  |
| Capital Receipts for Endowment ... ..              |   | 279,000    |
| Capital Receipts for Building and Equipment ... .. |   | 618,000    |
|                                                    |   | <hr/>      |
|                                                    |   | £5,093,000 |
|                                                    |   | <hr/>      |

This total includes £2,619,000 from voluntary gifts.

9. It is the object of the Propaganda Committee to keep before the public the work and the needs of the Voluntary Hospitals of London, and the part which the King's Fund plays in helping them. The Revenue Committee has much pleasure in submitting the following Report of their activities during 1937.

#### WORK OF THE PROPAGANDA COMMITTEE IN 1937.

10. The Propaganda Committee have persevered in their efforts to promote and maintain public interest in the London Voluntary Hospitals, and to widen the circle of those who know and appreciate the work of the King's Fund.

11. The principal event of the year was the production of the new film, "The War Without End," made possible by Lord Wakefield's generous gift, as mentioned in our last Report, and its première, attended by His Royal Highness The Duke of Kent, as President of the Fund, at the Leicester Square Theatre, on December 7th. This is a documentary film with spoken commentary and music, and illustrates some of the most up-to-date methods of hospital treatment. The earlier film, "A Century of Hospital Progress," still continues to be circulated by the Empire Film Library, who reported 94 bookings in 1937, of which 20 were in London, the aggregate audience amounting to 20,000.

12. The Committee desire to express their great indebtedness to the French Ambassador, M. Corbin, for placing the ballroom of the Embassy at their disposal on





December 13th, when M. André Maurois gave an address, in aid of the King's Fund, entitled "Conseils à un jeune Français et à une jeune Française partant pour l'Angleterre," and for his hospitality to the visitors after the address. There was a large and distinguished audience, and we owe it to the Ladies' Committee, under the Chairmanship of the Dowager Lady Ampthill, that the sale of tickets realised £268. The Committee wish also to tender their best thanks to M. Maurois. The Chair was taken by the Marquess of Crewe, and the Earl of Athlone, who was accompanied by Her Royal Highness Princess Alice, Countess of Athlone, moved a vote of thanks to the Ambassador and M. Maurois. This is said to be the first occasion on which the French Embassy has been thrown open to any outside body.

13. Two further drawing-room meetings were held, at 29 Portman Square, on February 24th and June 18th, when Miss Julia Neilson and the Hon. Harold Nicolson gave their reminiscences. On each occasion there was a large attendance, and Lord Luke used the opportunity to speak of the aims and activities of the Fund and the claim it has on all who believe in maintaining the voluntary system, but are not specially interested in any one Hospital.

14. In view of the Coronation, visits to places of historic interest were made a special item in this year's programme. Three series were arranged, under the title, "Coronation Tours." As an exceptional privilege, a party under the auspices of the Fund was permitted to visit Buckingham Palace in April. The demand for tickets far exceeded the maximum number authorised, and many who had to be disappointed generously asked that their cheques should be retained as donations to the Fund. The total proceeds from the tours amounted to £550.

15. Sir Edward Penton was elected Chairman of the Educational Sub-Committee, in place of the late Mr. H. C. King. The Sub-Committee were able to arrange between 40 and 50 lectures to schools and other suitable audiences, besides several visits to Hospitals by parties of elder scholars. At the suggestion of Mr. Ragg (Joint Managing Director of George Routledge & Sons, Ltd.), and encouraged by his experience as a lecturer, Dr. J. A. Hayward, who has proved one of our most popular speakers, undertook to write a book for young people on "The Romance of Medicine." This was published by Messrs. Routledge in October, and was very favourably reviewed. The book is dedicated to the King's Fund. In his Introduction Dr. Hayward says: "I was astonished to find how eager young audiences were to hear about Hospital work."

16. At the suggestion of Mr. Saxe Wyndham, it was decided to issue a decorative Envelope which should serve to commemorate the Coronation Year and also the Fortieth Anniversary of the King's Fund. We were fortunate in securing the co-operation of Mr. Russell Flint, R.A., and we are greatly indebted to him for preparing an appropriate and beautiful design. The





envelope was reproduced from Mr. Russell Flint's drawing, and was distributed partly through trade channels, and partly through our own organisation. It was on sale at several of the large London stores during the summer. His Majesty The King graciously accepted a specially designed box containing a hundred envelopes, presented to him by the Duke of Kent, as President of the Fund.

17. We have to record, with deep regret, the death of Mr. H. C. King, who was one of the original members of the Committee, and also one of the most regular in attendance. He had previously served on the Educational Auxiliary Committee of the Hospitals Combined Appeal, in 1923, and had only just been elected Chairman of the Educational Sub-Committee, where his association with the personnel of both public and preparatory schools had proved especially helpful. We were also very sorry to lose the services of Mr. J. K. King, who was obliged to resign for reasons of health. As Headmaster of George Green's School, Poplar, he had been able to give much useful advice to the Educational Sub-Committee, on which he had served for several years. The Committee were glad to welcome as new members Mr. John Hassall, the Hon. Ian Lawson Johnston, Sir Edward Penton, and Mr. L. W. Taylor.

18. The Committee received a request from the Ministry of Health for the loan of the Miniature Hospital, to be placed in the Health Section of the United Kingdom Pavilion at the Empire Exhibition in 1938. To this request we were very glad to accede, on being assured that full acknowledgment would be made in the official programme. Through the good offices of Mr. D. A. Thomson, Messrs. Humphreys, Ltd., generously undertook to have the model thoroughly overhauled and renovated, free of charge, in time for the Exhibition. It was lent during the year for exhibitions at Croydon, Romford, Woolwich, and Northampton, for the benefit of local Hospitals.

19. Dr. Russell Reynolds, who has recently perfected a process for the taking of moving X-ray pictures of the interior of the human body, gave a demonstration-lecture, entitled "X-Rays and Cineradiography," in aid of the Fund, at Birkbeck College, on January 14th. Our best thanks are due both to Dr. Reynolds and to the authorities of Birkbeck College, who lent their theatre, free of charge, for the occasion.

20. The printed list of Hospital officers to whom all Press communications should be addressed was brought up to date, and the revised edition circulated to agencies and news editors of the London Daily Press. We are assured that the particulars thus supplied have proved helpful in preventing such misunderstandings as are liable to occur through the making of inquiries in the wrong quarter. The Hospitals, on their side, have been provided with useful information designed to facilitate the communication of news stories to the Press, as occasion arises.





21. A letter was received from the British Broadcasting Corporation expressing their regret that altered circumstances compelled them to discontinue distributing gramophone records to the Hospitals, but stating that the records were still available if the King's Fund could find some other means of circulating them. In order to overcome this difficulty, the Gramophone Company undertook to handle the distribution, and through their generous co-operation the Hospitals continue to receive the records as in the past.

22. In submitting the fifteenth annual report of our work, we realise that there is still much ground to be covered. Propaganda has been described as "a kind of special method of putting our case so that it may be understood by the people we want to influence." The word may, perhaps, have acquired a dubious reputation in some quarters, but, if the cause be a good one and the methods above reproach, no stigma can possibly attach to it. Moreover, this is the only effective way of making known to the public the work done by the Voluntary Hospitals. Convinced of this, and encouraged by the acquisition of several new members who will bring added strength to our efforts, we hope to continue the work with undiminished energy and to find means for enlarging its scope.

For the Revenue Committee,

LUKE,  
*Chairman.*

*May 5, 1938.*

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2. A letter was received from the British Broadcasting Corporation regarding the proposed distribution of the "Hospitals" but stating that it was not possible to make any other means of distributing them. In order to overcome this difficulty the Corporation undertook to handle the distribution and through their cooperation the Hospitals continue to receive the benefit of the radio.

3. In submitting the fifteenth annual report of our work we have been aware that many points would be covered. The report has been described as "a kind of special pleading of getting our case so that it may be understood by the people we want to influence." The report perhaps has perhaps a little more of a "pleading" tone, but it is true that a good many of the methods shown are new and are worthy of attention. It is the only effective way of making known to the public the work done by the Hospitals. Compared of this, and compared to the reputation of several new methods we will believe which through to our efforts we hope to make the work more effective. It is our hope to find means for extending its scope.

For the Trustees Committee

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